



The Visiting Nurse Associations of America

New Implementation
Techniques - Improving
All Immunization Rates



VNAA Profile

- VNAA, founded in 1983, is a national association of free-standing, not-for-profit, community based Visiting Nurse Agencies.
- VNA's make up the largest not-for-profit home health care network in the United States.
- VNAA represents over 200 VNA's in 400 + locations.
- VNA's serve more than 4 million homecare patients annually!

VNAA Mission

To support, promote and advance VNAs
in their mission to serve
their communities.

Profiles of VNAs

- Creators of Home Health Care profession with 125 years of experience
- Experts in chronic disease and care management
- Tradition of cost savings and quality care
- Prevention and wellness focus
- Strong community reputations
- Experts in promoting and facilitating patient independence
- Voluntary boards of community leaders

Average Patient Profile

- 70% of patients are over 65 years
- 70% Medicare
- 12% Medicaid
- 18% includes Managed Care, Private Insurance, Charity Care

VNAs' Influenza Immunization Initiatives

Multi-Pronged Efforts

- Homebound Patients
- Community Based Clinics
(VNAs provide clinics in alternative settings to all age groups)
- Direct Care Staff and their families

VNAs provide over 2 Million Flu Shots per year in their communities

Community Venues

- Family Community/Schools
- Nursing Homes
- Assisted Living
- Corporate sites
- Retail
- Senior Community Centers
- Senior Living Centers
- VNA Walk-in Clinics
- Airports, Fire Stations, Police Stations

Promotion of Influenza Vaccine

- Public Service Announcements (PSAs)
- Special campaigns (Boo to the Flu and Faces of Influenza)
- Local Newspapers
- Websites
- Flyers/Posters
- Mailings
- Word of Mouth
- New “VNAA Flu Clinic Finder”

Challenges in 2007-2008

- Complacency in our communities
- Confusion with mixed messaging/media coverage poor early in season
- Good weather /minimal “fear factor”/no shortages
- New competitors – plenty of vaccine available
- Still not reaching our targets

We are not Close to Reaching Targets

- Population 296.2 Million
- Targeted population 218.1 Million
- Vaccinated population @ 82.0 Million
or

27%

Reaching the 2010 Health People Objectives – we have just reached initial goal with 65+ population

Creative Venues

- **Drive Thru Clinics**

- Can be great for Seniors and Families
- In 3-4 hours – up to 800 Flu shots
- Convenient – no standing in long lines
- Whole family immunized at one time
- Can be made into a fun event for all.





Libraries – Why not?

- Another family venue
- Indianapolis now provides them in 23 counties

Pediatrics – A Growing Market

- Pediatric Physician Offices
- Shoo the Flu – Given at the Zoo
- A Free Flick for a Little Stick – movie passes for a flu shot

VNAs and Physician Groups?

- Build community partnerships
- St. Louis provided over 5,000 Flu Shots for each physician group.

Collaborating with Parish Nurses

VNA of SE Michigan provides Flu Shots at 10 churches per Sunday during the flu season and frequently at services or functions during the week.

Corporate Clinics

- Ranging from small to large
- Models for efficiency – family education
- Consider as a family venue

Increasing Immunizations for Healthcare Workers

- Education
- Work – time Clinics
- Family Clinics
- Mandating Influenza Vaccine for Staff

Education for Homecare Clinicians

- VNAA
Clearinghouse for Chronic
Conditions in
Homecare






<http://www.chronicconditions.org>




<http://www.vnaa.org>

Diabetes Home Page

Address  <http://www.chronicconditions.org/ClearingHouse/cat/Diabetes,39.aspx>  Go





Conditions

- [Diabetes](#)
- Nutrition
- Exercise
- Monitoring
- Medications
- Problem Solving
- Coping
- Risk Reduction

[Heart Failure](#)

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[Diabetes](#)


Diabetes

Diabetes is one of this country's greatest healthcare challenges. It is a costly and devastating disease, imposing a heavy toll on America's families and their resources. Nearly 18% of Medicare beneficiaries have diabetes but they account for 32% of all Medicare spending.

Diabetes is among the top five most prevalent diagnoses of home health patients. Each year, Visiting Nurse Agencies alone care for approximately 600,000 diabetic patients.

By developing and sharing Best Practice models for diabetic disease management, VNAA's goal is to have a broad national impact by empowering homecare agencies and clinicians to improve patient outcomes and satisfaction.

SITE SUPPORTER



Search Clearinghouse...

Risk Reduction Section



Conditions

Diabetes

- Nutrition ▾
- Exercise ▾
- Monitoring ▾
- Medications ▾
- Problem Solving ▾
- Coping ▾
- Risk Reduction ▾**
 - Assess
 - Plan
 - Implement ▾
 - Patient Education
 - Clinical Education
 - Evaluate

Diabetes
Education

Patient

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Ask your doctor about getting vaccinated against pneumococcal disease, the cause of the most common form of pneumonia. It is safe to have along with a flu vaccine and for most people one dose provides lasting protection.

Ask Your Doctor

Where Do I Get A Flu Shot?

- Contact your doctor, healthcare provider or local health department for dates, times and places where flu vaccines are given.
- Both flu and pneumococcal vaccines are covered by Medicare, Part B.
- Make sure to talk to your doctor before getting vaccinated.



Ask your doctor today about vaccines to prevent the flu and pneumococcal disease. Because with diabetes, prevention is control, and control is your life line.

Prevention is Control.

This information brought to you by

and your health department.



If You Have Diabetes, A Flu Shot Could Save Your Life.

If you live with diabetes, you are more likely to die with the flu. Talk to your doctor.

[Ordering Low Monofilaments Web Page](#) - Jun 22nd, 2006
Web Page for Ordering Individual and Additional Monofilaments

[Preventing Flu and Pneumonia Postcard \(pdf\)](#) - Jun 22nd, 2006
Reminder to Make an Appointment to get a Flu Shot and Vaccination Against Pneumococcal Disease

[If You Have Diabetes a Flu Shot Could Save Your Life \(pdf\)](#) - Jun 22nd, 2006
Brochure Stressing the Importance of Getting a Flu Shot for Persons with Diabetes

Evaluate Section



Conditions

Diabetes

- Nutrition ▼
- Exercise ▼
- Monitoring ▼
- Medications ▼
- Problem Solving ▼
- Coping ▼
- Risk Reduction ▼

Assess

Plan

Implement ▼

► Evaluate

Heart Failure

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Evaluate

As in all areas of care progress needs to be continually updated by assessing measurable outcomes. Goals and intervention may need to be revised to achieve desired health outcomes.



Search Clearinghouse...

Go

Questions to be considered

- Has patient's number of episodes of hypoglycemia or hyperglycemia improved?
- Does the patient demonstrate increased knowledge of hypoglycemia management?
- Does the patient demonstrate increased knowledge of hyperglycemia management?
- Does the patient or patient's caregiver inspect feet and provide foot care daily?
- Has the patient obtain vaccinations for pneumonia and influenza?
- Has the patient seen an optometrist or ophthalmologist in the past year?
- Has the patient seen a dentist in the past six months?

Other Adult Vaccines Offered

- Pneumococcal
 - Meningococcal
 - Adacel
 - Td
 - Hepatitis A and B
 - Zostavax
 - Gardasil
 - All Travel Health Vaccines
- ** Challenge – Medicare Part D

Other VNAA Efforts re. Adult Immunization

- Adding a Flag to the Clearinghouse to Educate about Influenza Vaccination
- Developed Immunization Section on VNAA Website
- Added Travel Vaccine area for members developing Travel Health Clinics
- Teleconferences re. new vaccines and Medicare Part D and Vaccines
- Articles in the VNAA Weekly Update
- Reminders on our General, Immunization and Clinician Listserve
- Focus at Annual Meeting on Immunization issues

Business Savvy + Creativity +
Community Service + Dedication

(And a spoonful of luck)

equals

A Successful Adult
Immunization Program